

## ABSTRACT:

A method of enabling disintermediation in a business model, as well as an arrangement (100) therefor. Extra information related to the business model is embedded in content such as music, which is then distributed via a third party (202) to a rendering device (204). The rendering device (204) generates an audible signal (120) that can be picked up by  
5 a receiver (220) such as a mobile phone. The receiver (220) processes the signal (120) to obtain the embedded information, which is then used in the course of the business model.

Fig. 2

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